2027

# JustinCASE

## Product Catalog




Travel. Stay Cool. **Go Further.**

# Table of Contents

1 Introducing JustinCASE

2 Category Overview

3 Key Features & Innovation

4 Lifestyle Use Cases

5 Product Line & Colorways

# Introducing JustinCASE




## The convertible backpack that keeps gear dry and drinks cold.

Born out of a real problem, JustinCASE replaces carry-on luggage and personal coolers with new, category-defining all-in-one convenience. Built for full portability and endless adventure.

**ALL-IN-ONE**

**DUAL-MODE SYSTEM**

**DRY + COOL**

**94.5 Year Warranty**

# A New Category Demands a New Solution



## Not a Backpack

- Disorganized
- No Temperature Control
- Multiple Bags Needed

+



## Not a Cooler

- Rigid & Bulky
- Only Carries Cold Items
- Not Built for Adventure



# Innovative Features & Premium Build



QUICK ACCESS
MAGNETIC LATCH



COOLER ACCESS



CHAIR/ACCESSORY
VELCRO STRAPS



PARACORD TOWEL
ADJUSTABLE STRAPS



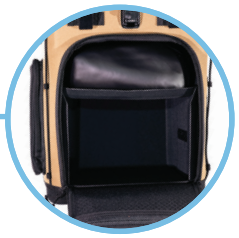
ZIPPER
POCKET



SIDE SLEEVE
POCKET



COLLAPSIBLE
SHELF (INSIDE)



DRY STORAGE
ACCESS

# Built for Every Lifestyle











# 2nd GEN JC

The first and only Convertible Backpack...All Cooler, All Dry Storage, or Both at the Same Time backpack; that's why we built it. Pack convenience and cool in one with the JustinCASE; flexibility for whatever your adventure calls for. Dual-Mode Shelf™ included with every JustinCASE.

### Color Options

- Coastal Chill
- Midnight Mood
- Sandstorm
- Georgia Bulldogs (Limited Edition)

*All 2nd Gen JustinCASE backpacks share the same features, specifications, and performance. Colorways vary by style and edition only.













## Specifications & Fit

**Capacity:** 38 liters
**Beverage Capacity:** Holds approximately 30 × 12oz cans with ice
**Dimensions:** 21" H × 13.35" W × 8.35" D
**Weight (Empty):** ~ 3 lbs
**Configuration:** Convertible cooler + dry storage system
**Interior System:** Dual-Mode Shelf™ (included)

# Introducing 3rd GEN JC

NEW FOR 2027

Our newest generation arrives in two new colorways, Seafoam and Ghost Camo.
Every 3rd Gen JC accepts an optional chest strap, sold separately.




## Seafoam NEW

Bright, beach-ready color with a tonal JC logo on the front panel.




## Ghost Camo NEW

Charcoal body with a ghost camo JC badge on the front panel.

| PRE-ORDER NOW | IN STORES | OPTIONAL CHEST STRAP |
|---|---|---|
| jcbags.com | January 2027 | Sold separately |

# The Origin of JC

A trip to the beaches of Mexico sparked a simple idea: there had to be a better way to travel with both gear and drinks. Traditional backpacks lacked temperature control, while coolers weren't built for mobility or organization.

After too many trips home with damp clothes, melted ice, and unnecessary extra bags, JustinCASE was created to solve the problem – combining premium luggage construction with high-performance cooler insulation in one all-in-one design.



**Beyond its core functionality, JustinCASE shines with thoughtful elements:**

- Side pockets for essentials like water bottles, sunscreen, and electronics.
- Velcro straps to attach a beach chair, making it a breeze to find your relaxation spot.
- Paracord adjustable straps for beach towels or last-minute add-ons.
- The internal waterproof bag keeps contents contained, while the single-handed magnetic latch provides easy access to the cooler without zipper lubricant or two-handed opening.

For every thirsty traveler weary of damp and stale belongings, JustinCASE is your ticket to quality and performance.

**WELCOME TO THE DAWN OF UNCOMPROMISED ADVENTURES.**

## JustinCASE you find your beach!



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